

## CERTIFICATE OF MAILING (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date: 3 July 2002

Laura J. Kelly

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/006,874	FILING DATE 14 NOVEMBER 2001	FIRST NAMED INVENTOR PLOTNICK	ATTY. DKT. NO. T738-10
TITLE ALTERNATIVE ADVERTISING IN PRE-RECORDED MEDIA		ART UNIT 2611	EXAMINER FAILE, A

Assistant Commissioner for Patents  
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form 1449 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

**REMARKS:**

SEE PETITION TO MAKE SPECIAL (attached)

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

**CERTIFICATION**

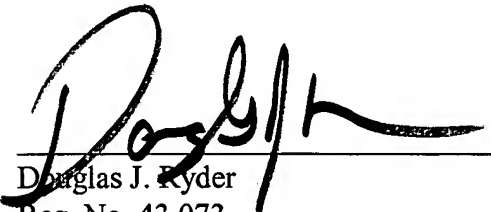
Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or



- (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,

  
\_\_\_\_\_  
Douglas J. Ryder  
Reg. No. 43,073

Date: 2/3/02

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Form PTO-1449

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

SERIAL NO.

(REV. 8-83)

T738-10

10/006,874

APPLICANT

PLOTNICK ET AL.

FILING DATE

14 NOV 2001

GROUP

2611

RECEIVED  
JUL 12 2002

Technology Center 2600

## INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
AA	6 0 7 0 1 8 6	05/00	Nishio	709	217	
AB	6 2 0 8 8 0 5	03/01	Abecassis	386	126	
AC	6 2 8 9 1 6 5	09/01	Abecassis	386	46	
AD	6 3 0 4 7 1 5	10/01	Abecassis	386	68	
AE	6 3 2 7 4 1 8	12/01	Barton	386	46	
AF	6 4 0 8 1 2 8	06/02	Abecassis	386	68	

## FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

BA	"The Implications of Personal TV, Streaming Media and VoD on the Advertising Industry", by Peter Horsemann of Axcen Media AG, March 9, 2001, Brussels, Belgium- European Group of Television Advertising Report "Interactivity and advertising" Working Party (taken from <a href="http://www.egta.com/pages/egta02_4_interactivity.html">www.egta.com/pages/egta02_4_interactivity.html</a> ) 4pp.

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.